



Chapter 1

Introduction

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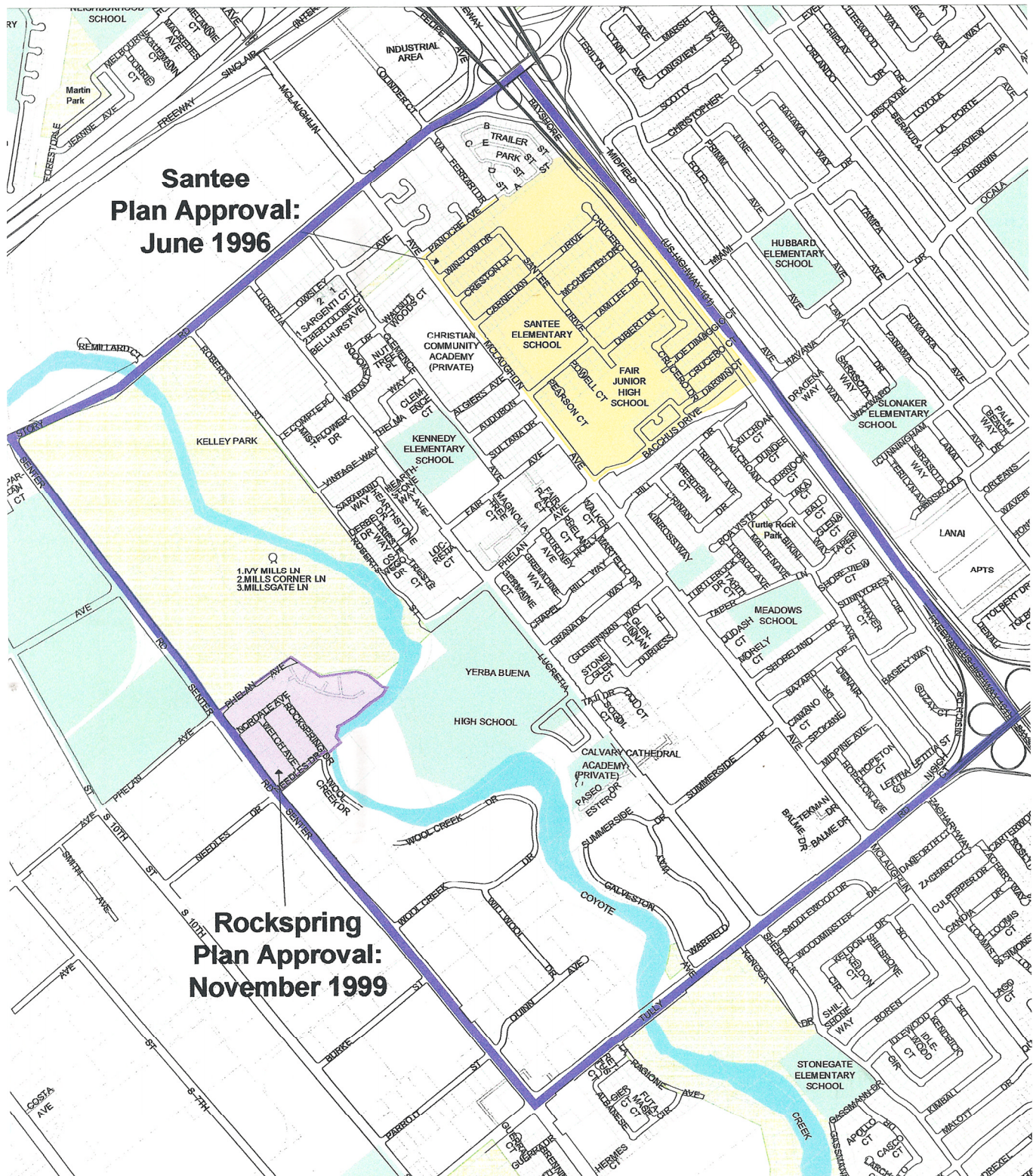
Similar to other neighborhoods throughout San Jose, Tully-Senter is energized by its cultural and ethnic diversity, protective of its neighborhood assets and challenged by forces, pressures and changes it wishes to shape and control. The purpose of this chapter is to provide a summary of the plan and describe the planning process. An explanation of the Strong Neighborhoods Initiative Program and the redevelopment process is also provided. The Improvement Plan Area is shown in Figure 1, (p.1-2).

Planning Process



Introductions from staff at beginning of community workshop.

This plan has been prepared through a community-based process involving Neighborhood Advisory Committee meetings and Community Workshops. Community members who have participated in the planning process generally include a mixture of longtime and newer residents all committed to maintaining the community's character in the face of the difficult pressures that cultural and social change creates. The Strong Neighborhoods Initiative planning process is intended to forge new alliances amongst various "stakeholders", such as neighborhood residents and merchants, and between those stakeholders and the City so that together they can carry the implementation of the plan forward in coming years.



TULLY-SENDER SNI IMPROVEMENT PLAN AREA. Figure 1



*Visit to Meadows School during
NAC field trip*

The planning program was organized around the participation of a Neighborhood Advisory Committee (NAC) made up of residents, neighborhood associations and business representatives, various interest groups and community representatives. The Tully-Senter NAC consisted of twenty-two representatives. NAC meetings with the participation of community members formed the backbone of the planning process. At key points, formal Community Workshops have bolstered widespread community participation in the plan.

In general, NAC meetings have alternated with Community Workshops in the initial problem identification and program development phases of the plan. Draft plan development was spearheaded by meetings of the Neighborhood Advisory Committee. The following describes each of the phases of the plan:

Phase 1: Initiate Planning Process and Identify Neighborhood Vision, Assets and Needs

Project planning was begun with the first Neighborhood Advisory Committee held May 23, 2001. This meeting allowed NAC members to introduce themselves. Representing homeowners, apartment and homeowner associations, mobile home communities, renters, businesses and business associations, the faith community, industrial parks, Kelley Park, service organizations, schools and a youth representative, each member explained their interest in being on the NAC. The focus of the meeting was to prepare an



Community workshop.

initial list of the pros, cons and planning needs. To expand community input on the assets, liabilities and challenges of the area, an initial Community Workshop was held on June 9, 2001. This meeting greatly expanded the understanding of community planning needs and issues, and the direction of the neighborhood vision.



*NAC member, Sister Fahey
comments during workshop*

Phase 2: Planning Issues and Opportunities, Potential Action Plan

In this phase, preliminary goals were formulated based on the input from the prior two meetings and the lists of planning issues formed into potential plan elements and actions during the NAC Meeting held on June 27, 2001. During the follow up Community Workshop #2, held on July 14, 2001, the emerging action plan was discussed in further detail and additional objectives and actions were identified. The action program was formed into planning elements, organized around the goals of the plan. This meeting particularly discussed ways of enhancing neighborhood socialization and the need for translating newsletters and other communications into all neighborhood languages. Translators were present for both Spanish and Vietnamese speaking participants.

Phase 3: Concept Plan Development and Action Plan Refinement

This phase was kicked off with NAC Meeting #3, held on July 25, 2001, conducted as a bus tour of the area and which included many community members. Intended as a means of providing the committee with firsthand observations of the various issues and planning actions discussed in the prior two phases, alternative



improvement strategies and design alternatives were also outlined in the field. The following Community Workshop #3 held August 25, 2001, presented a detailed action plan to workshop participants. Next, the community reviewed the six goal-based plan elements of the action program, in a detailed review of key neighborhood issues dealing with parks and recreation, traffic calming, traffic control, and neighborhood identity. The community participants then voted on which of the issues were community priorities warranting early action.



Phase 4: Draft Plan Development

This phase was kicked off with NAC Meeting #4 on September 26, 2001, during which the ratings of priority among goals, objectives, and for specific actions was reviewed. A discussion of the implementation of the action plan and committee members' views of action priorities led to a preliminary discussion of "Top Ten" priority actions. Faced with the task of distilling over 150 planning actions into a select list of ten priority actions reflecting community concerns and NAC responsibilities, members of the NAC agreed to return for NAC Meeting #5 held on October 10, 2001. Each member was asked to evaluate action plan priorities and to bring their recommendations to this special meeting, during which a Top Ten Action Program was drafted. A follow-up NAC Meeting #6 was held on November 28, 2001 to review and refine the Action Plan Matrix and the wording of Top Ten priorities.

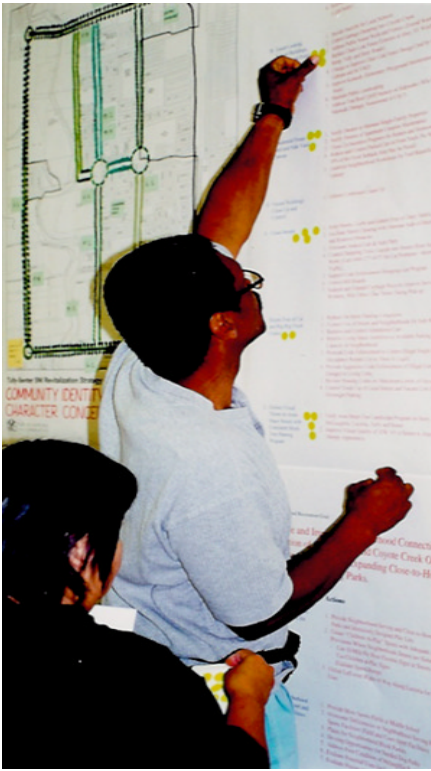
**Phase 5: Plan Finalization and Adoption Process**

This phase was kicked off with NAC Meeting #7 held on January 30, 2002 during which the relationship of the Tully-Senter plan to the status of updates of the Rockspring and Santee neighborhood revitalization plans, both of which are in the Tully-Senter planning area, was discussed. Based on this review, the Top Ten priority actions were further refined and the Action Plan Matrix finalized. At the NAC meetings #8 and #9 on March 7 and April 4 respectively, the NAC further refined top ten action items addressing traffic and the Kelley Park pedestrian bridge. The NAC directed staff to include a traffic plan incorporating traffic calming as one of the top ten and also McLaughlin Avenue improvements. The NAC also decided to forgo identifying a preferred crossing location for the Coyote Creek pedestrian bridge. The plan identifies three potential locations (Fig. 8, Pg. 4-22), but leaves the final decision to a subsequent community process. The draft plan was then reviewed and accepted by the community at large and the NAC members at the open house, which was Community Workshop #4 /NAC Meeting #10 held on May 2, 2002.



Council Member George Shirakawa, Jr. responds to workshop questions.

Strong Neighborhoods Initiative



Voting on priority actions

The purpose of the Strong Neighborhoods Initiative (SNI) is to improve neighborhood conditions, enhance community safety, expand community services, strengthen neighborhood associations, and identify sites for new development. Started in the spring of 2000, the Initiative forms a partnership between the Mayor, the City Council, the Redevelopment Agency, and the residents and business owners of San Jose's neighborhoods, to stabilize and improve the City. The participation of neighborhood representatives and community members helps ensure that action plans respond to neighborhood priorities.

Approximately 200 community members participated over the course of the 10 NAC meetings and 4 Community Workshops. With the completion of the planning phase, the long-term intent of the program envisions the continued involvement of the Neighborhood Advisory Committee in implementation of improvement action items and plan updates

Tully-Senter is one of twenty-two planning areas designated as a Strong Neighborhoods Initiative area. The goal of the plan is to stabilize and improve the neighborhoods by helping to create an increasingly desirable place to live and enhancing the individuality of each area. All plans are aimed at identifying the specific physical needs in the areas' built environment as well as

to identify sites within the Strong Neighborhoods Initiative area that are appropriate for new development or redevelopment and to maximize benefits and protections for the existing neighborhoods. Once completed, the Tully-Senter plan will be implemented through the active involvement of community members.



Neighborhood Advisory Committee, Community Members, City Staff and Consultant Team during Field Trip

Redevelopment Program

The Strong Neighborhoods Initiative program is related to the City's decision to expand its Redevelopment program to include all twenty-two SNI Areas in a new Redevelopment Project Area. Redevelopment powers, including funding capabilities, are extended to this area during the twenty-year life span of the areas' redevelopment plan.

In June of 2001, the City Council appointed a fifty-two member Project Area Committee (PAC) representing all twenty-two neighborhood areas, which will make a recommendation to the City Council on the adoption of the redevelopment plan. Required by law, the PAC consists of thirty-five members, selected through at-large, mail-in elections, representing homeowners, tenant groups and business owners as well as seventeen members appointed by the City Council representing community organizations from throughout the city.

Organization of the Plan

Chapter 1 introduces the goals of the Tully-Senter Neighborhood Improvement Plan, describes the purpose of the Strong Neighborhoods Initiative Program and the planning process that was undertaken to produce this improvement plan and report. A summary of the plan and the community vision are contained in the beginning of this plan document.

Chapter 2 describes the Tully-Senter community planning area, its assets, liabilities and challenges from the standpoint of the people of the community. Most importantly, it sets the stage for defining the type of community Tully-Senter is and wants to be.



In Chapter 3, Goals and Objectives are presented which were developed to guide the plan. These goals led to the uncovering of core values and creation of concept plans and big ideas which are described in Chapter 4 and developed in Chapter 5 into a detailed list of many specific actions to revitalize the community. Some of these actions have been selected as the focus of community efforts and investment during the initial phase of “implementation”. These are commonly referred to as the “Top Ten” priority actions.